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Peugeot RCZ Cup: 140 golfers from 15 countries competed in the international final on 6 September at the Saint-Cloud golf course.

Since mid-April, Peugeot has been organising a new golf competition, the Peugeot RCZ Cup with an original and inventive format open to golfers of all standards. This competition attracted almost 10,730 golfers in 15 countries with the 140 finalists from 5 continents going forward to compete on the prestigious Saint-Cloud course last Monday.

Peugeot took the opportunity of this international final to showcase its RCZ sports coupé which gave the competition its name and preview the Marque's brand new large touring car, the Peugeot 508. Participants could also cast an admiring eye over the 3008 Crossover and the 5008 compact MPV. Finally, there was the first public outing for the new 100% real, 100% electric Peugeot iOn.

Organised in partnership with Total, the final was played according to a 2-ball scramble format. After the front nine, golfers had a chance to savour some gourmet specialities while champagne was served at the end of the round. Relaxing massages were also on offer for all participants who got around this challenging and compelling course.

The big winner of this International Final was the German team of René Nowatny and Udo Petzold (qualified at the Berlin event) with a score of 49 points under the Net Stableford system.

The Spanish team led by Diego Cruz Villalon Garcia and Jose Maria Garcia Curado won the Brut category.

In the evening, the trophies were given out to the winners at the Pavillon Cambon, in Paris, with numerous prizes available including a free trip to Agadir offered by Atlantic Palace, partner for the competition in France.

[Peugeot RCZ Cup: an international competition.](#)

The Peugeot RCZ Cup was held from mid-April to end August 2010. This international event was organised in fifteen countries: the UK, Germany, Argentina, Australia, Austria, Bulgaria, Spain, Finland, France, Italy, Japan, Norway, Peru, Switzerland and Uruguay.

This new competition, which is open to all amateur golfers, was organised at the initiative of the network. Participating teams were comprised of two golfers competing according to the scramble format (players choose the best ball each time).



The original feature of this major tournament: two flags on the green.

The competition uses a twin playing format which means added fun and the chance to aim for two different flags. The goal is to share a common passion

The two flags

Two flags are positioned on 9 of the course's 18 greens (on all even-numbered holes or all odd-numbered holes): a white flag flying the Peugeot logo and a blue flag flying the RCZ Cup logo.

The Peugeot flag is considered to be the easiest pin position while the RCZ Cup flag is harder. Each team has the option of playing white flags only or playing 9 white flags and 9 RCZ Cup blue flags.

The team playing according to the RCZ Cup format must always play the blue flag when this is present. The decision whether or not to play according to the RCZ Cup format must be taken and announced before teeing off on the first hole. This decision only concerns golfers deciding to play 18 holes.

At the end of the competition, the top-scoring team under the Net system, in the RCZ Cup series, qualified for the International Final.

Conduct of a round in the RCZ Cup.

After distribution of welcome gifts, the competition starts at the first hole with groups of 4 teeing off every 10 minutes (2 teams of 2 players).

To make sure everyone gets something out of the event, non-golfers are offered beginner lessons by a pro. Other special events are held on the day: longest drive contest, approach shot contest, open to all, while there is also a chance to discover the Peugeot range and test drive vehicles.

Over fifteen prizes are given out at the cocktail event to conclude this convivial day and a prize draw is organised.

An outstanding public relations operation for each organising dealer

The Peugeot RCZ Cup offers several opportunities: use this original concept to reach new customer targets (members of the golf club), establish long-lasting links with customers but also create favoured relationships with key influencers in the local community (CEOs, fleet managers).

The golf setting enables these guests to be given special, high-quality, personalised treatment.



PEUGEOT



Peugeot and golf: a long-standing relationship.

Peugeot has a strong relationship with golf. Indeed, since the first company golf course was created by Jean-Pierre Peugeot in 1929, Peugeot has continually increased its commitment to the world of golf.

Partner of the Peugeot Open de France for 14 years, official partner of the Trophée Lancôme until 2003, of the Spanish Tour and the ANZ Golf Masters in Australia, since 2004 Peugeot has organised the Peugeot International Pro Am in Paris and, for over 20 years, has targeted amateur players all over the world with the Peugeot Challenge Cup, which is played in over 20 countries. With this wealth of experience, Peugeot's latest innovation is the new Peugeot RCZ Cup concept.

2010 marks a significant turning point for Automobiles Peugeot: a new logo, new models and a new golfing event. This passion continues thanks to the organisation of this international challenge, the Peugeot RCZ Cup.

The aim of this event for golf enthusiasts is to highlight the Marque's exceptional vehicle range. Peugeot's ambition is for the Peugeot RCZ Cup to be a winning element in the launch of the RCZ Coupé. Discipline and controlled movement are common factors shared by the Marque, the RCZ Coupé and this sport.

The international Peugeot RCZ Cup is organised with the Promogolf agency in all the countries.

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Peugeot

Peugeot is the only Marque to deploy an overall mobility offer with passenger and utility vehicles, scooters, bicycles and a wide range of services. Present in 160 countries with 10,000 contact points, Peugeot combines rigorous standards and exciting ideas all over the world. In 2009, Peugeot sold 1,842,000 cars, becoming the leading French brand (for registrations) worldwide and the 10th automobile marque. 50% of Peugeot vehicles sold worldwide emit less than 140 g CO₂. On the strength of 200 years of inspiration, in 2010 Peugeot is renewing its style lines, its visual identity, completing its mobility offer and asserting its international ambitions. The Marque continues its development with the launch of the RCZ, a special edition vehicle, the iOn, a 100% electric vehicle, the 408 in China, with three new models in Latin America, and the European deployment of its "Mu by Peugeot" free choice mobility service.